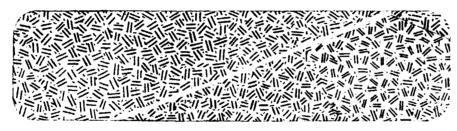




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National Action National Action of the Manual Action of the Action of th



Central Services 800 Cabin Hill Drive Greensburg, PA 15601-1689 (412) 837-3000 September 27, 1994

Ms. Veronica McCune MLT Productions 3912 60th Street, Suite 12 San Diego, CA 92115

Dear Ms. McCune:

We have received your letter of September 14 seeking national media buys/sponsorships for the television warehouse shopping program.

We regret to inform you that as a public utility in the state of Pennsylvania, we do not advertise in the state of California.

Thank you for your interest in Allegheny Power System. If you have any questions, please feel free to contact me at (412) 838-6881.

Sincerely,

Susan N. Capo

Vendor Representative

SNC:ajb

Tektronix, Inc. P. O. Box 500 Beaverton, Oregon 97077-0001

PRESORTED FIRST-CLASS



Tektronix

Veronica McCune MLT Productions 3912 60th Street, Suite 12 San Diego, CA 92115

Tektronix, Inc. P. O. Box 500 Beaverton, Oregon 97077-0001 503 627-7111 503 627-5139 Fax

Tektronix

January 25, 1995

Veronica McCune MLT Productions 3912 60th Street, Suite 12 San Diego, CA 92115

Dear Veronica:

Thank you for your recent communication regarding your business and the corporate advertising you have to offer Tektronix, Inc.

I have had an opportunity to review the information and have forwarded it to some potentially interested parties.

A copy will be retained in my files, and I will share this information with other organizations when appropriate.

Thank you again for your interest in Tektronix, Inc., and I wish you continued success.

Sincerely,

Tektronix, Inc.

Jan Sent

Jan Lentz

Small Business Officer

Admin Procurement



P.O. Box 7820 San Francisco, CA 94120



Ms. Veronica McCune Producer M.L.T. Productions 3912 60th Street, Suite 12 San Diego, CA 92115

II. Landstan II. and III. and III

1 111

International Business Machines Corporation

P.O. Box 7820 San Francisco, California 94120 415/545-2000

August 15, 1994

Ms. Voronica McCune Producer MLT Productions 3912 60th Street, Suite 12 San Diego, CA 92115

Dear Ms. McCune:

Thank you for your interest in IBM advertising.

Our advertising is handled by Ogilvy and Mather an agency located in New York City. Please contact them directly.

Again, thank you for your interest.

Sincerely,

L. W. Grose, Program Manager

Western Area Community Relations

LWG:wg

SAATCHI & SAATCHI DFS/PACIFIC

3501 SEPULVEDA BLVD., TORRANCE, CA 90505-2540

SAATCHI & SAATCHI DFS/PACIFIC

3501 SEPULVEDA BOULEVARD, TORRANCE, CA 90505-2540. TEL: +1 310 214 6000, FAX: +1 310 214 6160

September 29, 1994

M.L.T. Productions
Ms. Veronica McCune
3912 60th St. Suite 12
San Diego, California 92115

Dear Ms. McCune:

Thank you for the letter you submitted to Toyota regarding the Women, Minorities, and Small Business (WMSB) warehouse shopping program.

At this time sponsoring the program does not fit in with our marketing objectives. We thank you for your consideration and wish you luck with your venture.

Best Regards,

Julie Foster

Media Supervisor

Saatchi & Saatchi Advertising

cc:

S&S DFS:

T. Call, J. Caprini, B. Hamaoui, K. Perea, R. Weigand, E. Weiss

I. Beavis

TMS A204:

J. Bucci

February 28, 1996

Ms. Alicia Faugier
Wells Fargo Bank
120 Kearney Floor 24
San Francisco, CA 94104

Dear Ms. Faugier:

It was a pleasure talking with you on the phone February 28,1996. We at *MLT Productions* would be excited to become a part of Wells Fargo Business Banking and the National Association of Women Owners (NAWBO) to market their products on national television.

Women, Minorities, and Small Business (WMSB) is a television half-hour warehouse shopping program in a infomercial format for natioal television. WMSB is designed to expose products and service of Women and minority entrepreneurs to market their products on national television.

As you are aware women and minority entrepreneurs find it difficult, if not impossible, to compete with large retailers and corporations because of small product volume and limited funds. The three biggest expenses for any retailer are rent, sales help, and advertising. The boom in home shopping is helping big corporations and celebrity entrepreneurs to cut all three of these costs.

Home shopping is a \$4-billion-dollar-a-year industry, and growing about 20% per year. Interactive programming on cable systems promises an unprecedented surge in sales through televised shopping.

The power of home shopping can leave women, minority entrepreneurs and small businesses abandoned and struggling because of poor advertising of their products and services.

What is the WMSB Format?

Each show will be 29:30 minutes long. Shows will have four segments, each segment showcasing an individual entrepreneur's products or service Each segment will be four minutes long.

How will WMSB be financed?

Corporate advertising will finance WMSB. Corporate commercial and/or CEO interviews will run between segments.

Corporate commercials will be from 5 to 30 seconds long.

Corporate interviews will be four minutes long.

Why should corporations want to buy commercials time on WMSB?

The average household spends more than 7 to 8 hours daily watching TV.

TV shopping programs are the wave of the future, providing exposure to a huge viewing audience.

TV advertising is an ideal medium: It provides sight, sound, and motion to encourage, motivate and create emotion.

TV influences purchasing decision and creates action.

Supporting women and minority entrepreneurs by advertising on *WMSB* will help improve the economy by allowing small enterprises to compete in the marketplace and by creating jobs.

How will women and minority entrepreneurs' and small business products/ services be handled on WMSB?

WMSB's will appear on the WMSB show free of charge.

Shoppers will call a 1-800 number to order by credit card or check.

Charges for products and or services include a 15% service fee for MLT Productions to cover marketing cost.

MLT Productions will send purchase orders to the businesses. In the event the entrepreneur or business is unable to fulfill an order, MLT Productions will arrange for the contracting bank to provide a letter of credit to the small business or entrepreneurs.

Transactions will occur through electronic banking. Monies received for products will be deposited in a special bank account, and transferred to the business owners' accounts Minus 15% for marketing costs, upon delivery of the products. The business agrees to deliver products or services within 4 to 6 weeks.

Commercials Advertising cost for: Production, Advertising Broadcasting and marketing the shows.

Corporate Commercial Broadcasting time six months.

Voice over - 5 seconds \$3.000 each contract for six (5 seconds) corporation commercials.

Voice over with product picture-10 seconds \$5.000 each contract for three (10 seconds) corporation commercials.

Commercial - 30 seconds \$12.000 each contract for six (30 second) corporate commercials

Media Services - Marketing Operations Management

1 Set Up

\$5.000/one time

Contract media service will set up and manage all aspects of this phase, negotating pricing; applications and contacts, determine reporting needs, set and design screens, designate 800#'s and test calls.

- -Inbound Telemarketing
- -Product Fulillment
- -Credit Card Processing
- -Outbound Telemarketing

2. Management Services

\$5.000/month

After set-up the ongoing mouthly management includes; order processing/shipment reporting, inventory management, credit card processing, revising of scripts comprehensive call analysis customer service monitoring and invoice reconciliation.

3. Media Buying

Corporate Commercial.

15% media commission

Thanks again, I would truly appreciate your business, in order to market WMSB products and services. For more information please feel free to telephone me (619) 286-3533.

Sincerely.

Veronica McCune, CEC

Producer/President



Mp. Trigg.

I believe I have some work

a pack from Congressman Ranky

Canningham on Corporation

For Public Brodensting



CORPORATION FOR PUBLIC BROADCASTING

901 E Street NW Washington, DC 20004-2006 (202) 879-9600

February 27, 1991

Ms. Veronica McCune MLT Productions P.O. Box 1561 San Diego, CA 92112-1561

Dear Ms. McCune:

This is in response to your request for comments on the proposal "Women of Color" (#90-823) and "Business to Business" (90-824) which you submitted in Round two of the FY 1990 Open Solicitation.

As you know, proposals received via Open Solicitation are judged on the basis of comparative merit and measured against programming priorities set by the CPB Board of Directors.

The decision-making process is always a difficult one, as we continue to attract the best and brightest minds in the producing community. The number of high-quality submissions we are receiving each round remains at an all-time high, making the process extremely competitive.

Perrin Ireland, Associate Director for Drama, Arts and Cultural Programs, reviewed "Women of Color." Her evaluative comments are as follows:

- o Although well-intended, this project was not as strong as those which were advanced for further consideration. The proposal was not as persuasive or well-written as others.
- o The program sounds like cable access and should be tried on a pilot basis at the local level first.
- o The producer's experience is not as relevant or strong as those which were advanced. The budget seemed unrealistic. It felt more like a service than a television program. Who might some of the guests be? What's the function of the writer indicated in the budget?
- o This was not the highest priority for national, PBS primetime programming.

If you have any questions or need clarification of any of the above remarks, please contact Perrin Treland directly.

Ms. Veronica McCune February 27, 1991 Page two

Josh Darsa, Associate Director for News and Public Affairs Programs, reviewed "Business to Business." His evaluative comments are as follows:

o The CPB Program Fund competition is looking for highly produced and original documentary and drama series that can be broadcast to a PBS national primetime audience. This proposal is basically a one-on-one discussion program that does not really meet our needs or compete successfully with the leaders in this competition. Perhaps the producer should consider one of the cable networks.

If you have any questions or need clarification of any of the above remarks, please contact Josh Darsa directly.

Sincerely,

Charlie Deaton Project Coordinator Television Program Fund The 1991 PBS Meeting agenda offers an opportunity for producers, programmers, promotion directors and general managers to engage in a productive dialogue about public television. Items of particular interest to producers include:

- General sessions on the national programming service (NPS) plan;
 a preview of the upcoming NPS schedule; and a joint round table session on culturally diverse programming.
- Producers concurrent sessions on the economics of national PTV production in a competitive environment; the program development and funding process; and innovative production methods.

As a part of an orientation program to introduce "newcomers" to the national conference and for getting acquainted with the veterans of public television programming and production work, several informal round table sessions for additional networking opportunities will be convened. These sessions will be in addition to the official PBS Meeting agenda and open to all interested parties. The tentative networking program includes:

Saturday, June 8, 9:00am - Noon Orientation for "newcomer" for producers of culturally diverse programming.

Introduction of mentors/guides.

Introduction of CPB TV Program Fund staff, remarks on minority initiatives and general program review processes.

Round table introductory discussions with veteran programming executives, national producers, and representatives of minority programming consortia and ITVS on programming initiatives and priorities, including trends and developments in culturally diverse programming.

Saturday, June 8, 5:30pm - 6:30pm
"Celebration of Diversity" reception hosted by Maryland Public Television and KCTS-TV, Seattle, WA

Sunday, June 9, 5:45pm - 6:45pm Networking round table on "Who's Who in Culturally Diverse Programming," a get-acquainted session with peers in culturally diverse production.

Monday, June 10, 5:30pm - 6:30pm Networking round table with special guests.

Screening of local programming will take place during the PBS Meeting; producers of culturally diverse programming may submit programs for inclusion in the selection which will be made by PBS. An on-site video library and video screening facilities will be a feature of the Meeting. Producers are invited to bring tapes for inclusion.

PBS is offering a professional training workshop, "Producer's Survival Kit," June 11 - 12. Attendance is limited to the first 35 reservations. The fee is \$160 for reservations made before May 8; \$185 after May 8. Contact PBS Registration Hotline for further information, (703) 739-5001.





April 17, 1991

TO

PTV Station Managers, Programming/Production Managers, Producers/Directors, Independents, Minority Programming Consortia, ITVS, National Producers, and Interested

Parties

FROM

Don Marbury, Director, TV Program Fund, CPB Yoko Arthur Manager, System EEO Support, CPB

Jennifer Lawson Executive Vice President, National Programming & Promotion Services, PBS

Kathy Channell Director, Program Relations, PBS

SUBJECT: 1991 PBS Meeting and CPB Financial Assistance

The 1991 PBS Meeting, June 8 - 11, in Orlando, offers an exciting opportunity for all of us to look at ways to ensure that public television continues to be a vital and valuable community service. The theme is "Making a Difference in the 1990's." To facilitate the inclusion of diverse perspectives in this endeavor and to take advantage of career development opportunities available at sessions during the PBS Meeting, CPB will provide limited financial assistance to producers of culturally diverse programming (station-based or independent) to participate in the 1991 PBS Meeting. The application procedure for CPB support is described later in this document. The application deadline is May 3; demo tapes due May 8, 1991.

A number of programming/production sessions at the PBS Meeting will focus on: 1) discussions of strategies for the development of innovative local and national public television programming reflective of cultural diversity; and 2) exchanging ideas about new trends, issues, and developments in culturally diverse programming. We hope that these discussions will further stimulate the development of programming that appeals to a diverse audience and to encourage culturally diverse creative talents to grow with public television.

Contact Yoko Arthur at CPB, (202) 879-9789, for any questions regarding CPB assistance. Contact PBS Meeting Registration Hotline, (703) 739-5001, for PBS Meeting information.

*** 1991 PBS MEETING AND CPB ASSISTANCE ***

The Corporation for Public Broadcasting is offering limited financial assistance to facilitate the participation of producers of culturally diverse programming who would otherwise find it difficult to finance attendance at the 1991 PBS Meeting. It is requested, however, that interested parties look to other financial resources before applying.

For the purpose of this assistance, culturally diverse programming is defined as television programming that offers inclusive, non-stereotypical portrayal of diverse segments of the American population including regional, racial, ethnic, gender, sexual orientation, religious, workplace, physical ability and socioeconomic differences.

**** PBS Meeting ****

DATES: June 8 - 11, 1991

WHERE: Walt Disney World Dolphin Hotel, Orlando, Florida

**** CPB FINANCIAL ASSISTANCE ****

CPB assistance will consist of:

- PBS Meeting individual registration fee of \$495.
 Registration fee covers attendance at the PBS Meeting sessions including scheduled meal events. It does NOT cover the attendance at a professional training workshop, "Producer's Survival Kit: A Teamwork Approach," offered June 11 12.
- Reimbursement of up to four nights of lodging not to exceed \$80 per night, which is half of the conference hotel double room rate.

Lodging assistance is not available to individuals who live within commuting distance of Orlando.

Approximately 15 individuals will receive CPB assistance.

I ELIGIBILITY REQUIREMENTS

To apply for CPB assistance, individuals must have:

- Minimum five years of television, video, or film professional level experience as a producer or an executive producer of culturally diverse programming (see the definition in page 1).
- Current involvement in production or development of programming ideas that advance cultural diversity in public television programming.
- Demonstrated familiarity with issues and concerns of diverse segments of the American population; and

Demonstrated financial need for CPB assistance.

Illustrative types of applicants sought are:

- 1. Public television station executive producers, staff producers, and free-lance producers in news, public affairs, children's, arts, drama, or cultural programming which will advance cultural diversity in local, regional or national programs.
- Independent film and video producers whose program production interests and capabilities advance cultural diversity and who seek to produce public television programming.
- 3. Station producers and independents who are developing public television programming for a diverse national audience.
- 4. Producers who are members of traditionally underrepresented minority groups.

Current recipients of CPB TV Program Fund awards, minority programming consortia, and ITVS official representatives are NOT eligible to apply for this year's CPB support. However, their attendance at the 1991 PBS Meeting is encouraged and welcomed.

II APPLICATION PROCEDURE

Individuals who meet the above eligibility requirements must submit:

- Six copies of resume, UNFOLDED, including six copies of a list of production credits; and
- e Six copies of a one-page letter, UNFOLDED, reflecting:
 a) experience and current activities in culturally
 diverse programming and production; b) how applicant's
 unique knowledge and understanding of cultural diversity
 may enrich the diversity in public television program
 production; c) on-going production objectives; and d)
 financial need for assistance.

All copies of resume, production credits, and letter must be received at CPB by 5:00pm (EDT) May 3, 1991.

In addition, CPB MUST receive by 5:00pm (EDT) May 8, 1991:

A non-returnable tape in 1/2" or 3/4" format reflecting applicant's most representative 3 - 5 minutes of program production work. The tape MUST BE CUED to the beginning of the segment which the applicant wants the panel to review.

The above application materials must be sent to:

Yoko Arthur, Manager, System EEO Support Corporation for Public Broadcasting 901 E Street, N.W., 3rd Floor Washington, D.C. 20004-2006

Phone: (202) 879-9789

Please be aware that there is no formal application form.

Faxed applications, CPB FAX #(202) 783-1019, are accepted, provided that all six copies of the above required items are received by 5:00pm (EDT), May 3, 1991.

All submitted application materials will become property of CPB and will not be returned.

III SELECTION

Screening of applications will begin immediately and will be done in two stages:

- 1. Initial screening of application papers by CPB staff to ensure completeness of applications (six copies of resume, production credits, and letter) and applicant compliance with listed eligibility requirements.
- 2. A panel of experts to evaluate applications which passed the initial screening and to review demo tapes.

 Applications without tapes will not be considered.

It is expected that decisions awarding CPB assistance will be made by May 15, 1991. Selected applicants will be notified immediately.

IV EXPECTATIONS FOR AWARDEES

Individuals selected for CPB assistance will be asked to bring to the PBS Meeting a video sampler or complete works of culturally diverse programming for inclusion in a on-site video library. They will be asked to evaluate their experience at the PBS Meeting and write a short activities summary report to assist in documenting their participation.

V CONTACT INFORMATION

Regarding CPB financial assistance and schedule of orientation and informal round table discussions program, contact Yoko Arthur, Manager, System EEO Support, CPB, (202) 879-9789.

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M.L.T. PRODUCTIONS

4357 51st. St. Suite One San Diego, California 92115 (619) 286-3533

June 11, 1991

Mr. Bruce Williams Area Representative Congressman Randy "Duke" Cunningham 44th District 3450 College Suite 2200 San Diego, California 92115

Dear Mr. Williams:

Ref: CPB Television Program Fund - Multicultural Programming · Solicitation.

Thank you for your time regarding my television project "Women Of Color"

I am \cdot a independent television woman producer who has been trained and produce out of Cox Cable San Diego for the past six years. My goal is produce projects which meet the interests of social service, family, children, women, businesses and people of color in the American community.

In 1990 and 1991 I applied for grants with Corporation for Public Broadcasting (CPB) for the program "Women Of Color" and I have been turned down both times.

The FY 1991 CPB had earmarked only \$3 million dollars for production of national programs by and about ethnic minorities in America. Two million dollars of that amount has been allocated for the multicultural Programming Solicitation. One million has been allocated for development and production activities of the CPB - Supported minority consortia. "Please see CPB Memo April 17, 1991".

COP only has earmark \$3 million dollars to minority producers and yet it continues to fund programs such as "The MacNeil/Lehrer News Hour" and other programs that are on PBS stations throughout the United States on daily basis, year in and year out. These programs have to have more than a \$3 million dollar budget in order to pay the staffing and production costs.

My questions are; 1) If a program has high rating such as: The MacNeil/Lehrer News Hour and other funded CPB television programming. Why is it these projects are not on paying networks or cable networks? Should the government continue funding these

Page 2, Corporations Of Public Broadcasting

programs year after year? 2) How many PBS programs is funded in California to ethnic women? 3) How much of CPB funds are coming in to California (San Diego ethnic programming) and paying for ethnic staffing? 4) How many ethnic producers in California have received funding for the last past five years from CPB? and 5) Because of federal funding should a project have a life time on PBS's because of federal money, this closes doors for other producers.

The Corporation For Public Broadcasting is a prime contractor and should meet the Minority Business Enterprise (MBE) and Women Business Enterprise (WBE) qualifications as Federal, State, City, County and prime contractors as a Equal Opportunity employers to meet the needs of MBE/WBE laws of 1985 due to the fact that they are receiving Federal Money. If they are not complying with the Federal Law, the Federal Funds should not be given to CPB until the requirements are met, and are in regarding MBE/WBE compliance with federal law program requirements.

For more information please call Veronica McCune, (619) 286-3533, 4357 51st Street, Suite One, San Diego, Ca. 92115.

Sincerely,

Veronica McCune President/Producer MLT Productions

	Proposal #
Date Received	Program Category
CPB TELEVISION PROGR	AM FUND—OPEN SOLICITATION
Program Title: BASIC INF (Please to 280 - 1900)	ORMATION SHEET type or print legibly) 1469
Producer(s): Veronica McCune	
Station or Production Company or Institution (if ap	plicable): MLT Productions
Mailing Address: <u>P.O. Box 1561, San</u> Street Suite One, San Diego, Ca	Diego, Ca. 92112-1561 Office 4357 51st
Telephone: (Work) (619) 286-3533 (Please notify Program Fund of any change of address)	
	Lca McCune
	(Home)
Other Key Personnel: Stephen: New, Kenn	neth L. Brant or Adolpho Sanchez
Number of Programs: Drama	rogram developed by MLT Productions to e public regarding various aspects of of Women of equested from CPB: 4.00 City Of San Diego Requested: Firm: Ford Requested: Firm: IBM Requested: \$10,000 X Total Production X Postproduction X is to create an atmospher where are atmospher where a tmospher where a tmospher where a tmospher where atmospher where a tmospher where atmospher where a tmospher where atmospher where a tmospher where atmospher whe
Was this project submitted to the Television Progra Submitted by (Signature): Veronica McCur (Title): Producer/Presidents	Vernice MCCure
(Little): Troducer / Legic	A V 1 A V

Submission Guidelines

The submission requirements were developed to maximize content and minimize bulk. Please include all of the information requested, but only the information requested. (Do not include letters of recommendation, press clips, etc.) Proposals will be disqualified if the information is incomplete. Send no supplemental information unless requested by Television Program Fund staff.

To be complete, a submission must include three (3) unbound copies of the four elements listed below, collated in order on $8 \frac{1}{2}$ " \times 11" paper.

- 1) Basic Information Sheet—The Basic Information Sheet on the back of this announcement must be filled out legibly and completely. Please notify the Television Program Fund of any changes in address, phone number, personnel, budget, etc.
- 2) Description of Project—Describe the subject and intended treatment in three to five pages (series proposals may be five to ten pages in order to describe more than one show). It is crucial that the description of the project include the producer's visualization of the program, i.e., how the subject matter will be translated into television. A single copy of the script should accompany requests for dramatic production funds.
- 3) Budget—A detailed budget must itemize actual and projected costs. Indicate how much of the total cost you are requesting from CPB, and list sources and amounts of other support. It is essential that the amount requested from CPB be an accurate assessment of the funds required. (CPB "Budget Format and Guidelines" are available on request from the Television Program Fund. CPB urges producers to use this budget format as it will expedite the process.)
- 4) Personnel—List key production personnel and talent with brief biographies. Include names of consultants and advisors where appropriate. Do not include letters of support.

Retain one (1) copy and send three (3) copies of the completed proposal to: Television Program Fund, Corporation for Public Broadcasting, 1111 Sixteenth Street, N.W., Washington, D.C. 20036. Facsimiles are not acceptable.

Materials will not be returned.

ACKNOWLEDGMENT OF RECEIPT

A card acknowledging receipt of the proposal will be mailed to the person identified as producer on the Basic Information Sheet. This card will note your proposal number. Please use this number on all correspondence concerning your proposal.

SELECTION ANNOUNCEMENT

The selection announcement date is noted on the acknowledgment card. Producers whose projects are selected for panel review will be contacted before the panel meets for sample tapes and updated information. All producers will be notified by mail by the end of the round.

DEADLINES

Open Solicitation proposals will be preselected by staff for review by an advisory panel twice this year. The closing dates for FY 1990 are:

JANUARY 19, 1990 SEPTEMBER 14, 1990

Proposals not received at CPB by close of business (5:30 p.m.) on the closing date will be held for consideration in the next funding round. There will be no exceptions. (Packages received after the closing date but postmarked on or before said date are not acceptable.) The Corporation will not be responsible for postal service delays or late deliveries. Guaranteed overnight delivery is simply a guarantee of a refund if a delivery is late, not a guarantee that delivery will be on time.